

The background of the slide is a photograph of a desert landscape at sunset. In the foreground, there are dark silhouettes of trees and shrubs. In the middle ground, a town with many small, light-colored buildings is visible. In the background, a range of jagged mountains is illuminated by the warm, orange and red light of the setting sun. The sky is a deep blue with a few wispy clouds.

# Leveraging WRA Messaging

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Marketing and Communications





You're at a dinner party  
and someone asks you  
what you do....

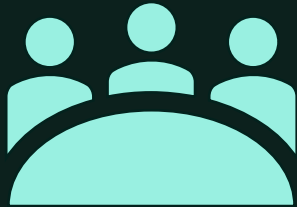




# Messaging: Why Care?

Why does it matter that, as an organization, we speak with one voice and share similar messages across our work?

**Professional**



**Memorable**



**Persuasive**



# What do we mean when we talk about persuasion?



BONUS: **SIMPLICITY**– If you want more of something make it easy. If you want less, make it hard.

PERSUASION  
AT WORK

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# Messaging and Writing Resources

- Core Messages and Talking Points
  - Media Interview Tips and Tricks
- Media Interview and Meeting Prep Worksheets
  - Grammar Guides

## Coming Soon:

- Brand and Messaging Framework
- State by State Messaging Workshops
  - In-Depth Policy Messaging



# Our Elevator Speech

WRA is a regional nonprofit advocacy organization fighting climate change and its impacts to sustain the environment, economy, and people of the West. From our deep and scientific policy analysis to our highly effective legal teams, we're using every tool we have to drive state action and create a healthier and more equitable future for all our communities. As the region's go-to experts for more than three decades, our on-the-ground work advances clean energy, protects air, land, water, and wildlife.



# Feedback on Messaging

As we work to hone the way that we talk about ourselves and our work, we want to make sure that we're adapting and learning.

**What's  
working?**



**What's  
confusing?**



**What's still  
missing?**







When talking about WRA and your work, what are your favorite anecdotes, metaphors, and examples to use to relate to others?

